

ORDER



KSNV

Orders
Order / Rev: 106679
Alt Order #:
Product Desc: October 2012 Campaign
Estimate:
Flight Dates: 10/12/12 - 10/23/12
Original Date / Rev: 09/25/12 / 09/25/12
Order Type: GENERAL

Primary AE: Kevin Goodell
Sales Office: VEGS
Sales Region: Local

Agency Name: Policy Communications
Buying Contact:
Billing Contact:
 415 S. 6th St.
 Las Vegas, NV 89101

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Committee to Re-Elect Judge Carolyn I
Demographic: A25-54
Product Codes: PLC12
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	29	\$14,975.00	\$12,728.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	29	\$14,975.00	\$12,728.75	0.00
Totals	29	\$14,975.00	\$12,728.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kevin Goodell	VEGS	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/15/12	10/22/12	Today Show Today Show	CM	658a-9am	-----	:30	0	\$600.002		0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-W-F--		3				\$600.00		0.00			
	Week:	10/22/12	10/28/12	M-----		1				\$600.00		0.00			
2	KSNV	10/12/12	10/23/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-----	:30	0	\$450.002		0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$450.00		0.00			
	Week:	10/15/12	10/21/12	-T-T---		2				\$450.00		0.00			
	Week:	10/22/12	10/28/12	-T-----		1				\$450.00		0.00			
3	KSNV	10/15/12	10/22/12	Noon News Noon News	CM	12-1230pm	-----	:30	0	\$275.002		0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-TF--		4				\$275.00		0.00			
	Week:	10/22/12	10/28/12	M-----		1				\$275.00		0.00			
4	KSNV	10/16/12	10/22/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	-----	:30	0	\$450.002		0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWT---		3				\$450.00		0.00			
	Week:	10/22/12	10/28/12	M-----		1				\$450.00		0.00			
5	KSNV	10/15/12	10/19/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	-----	:30	0	\$750.002		0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M---F--		2				\$750.00		0.00			

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Advertiser: Committee to Re-Elect Judge Carolyn Ells
 Product Desc: October 2012 Campaign
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KSNV	10/16/12	10/18/12	Face to Face w/ Ralston CM Face to Face w/ J.Ralston		730-758pm	-----	:30	0	\$450.002		0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWT---		3				\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KSNV	10/15/12-10/21/12		Face to Face w/ Ralston		730-758pm	-TWTh----	:30		(\$450.00)		0.00	NM		
	See MG 6.4														
	[PGM CHG = NBC DEBATE / CHECK PGM N PRIME]														
4	KSNV	10/15/12-10/15/12		Face to Face w/ Ralston		730-758pm	M-----	:30		\$450.00		0.00	NM		
	Ⓜ MG for 6.3 10/16														
7	KSNV	10/15/12	10/22/12	M-F News 3 at Eleven CM M-F News 3 at Eleven		11pm-1135pm	-----	:30	0	\$775.002		0.00	NM	4	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-W-F--		3				\$775.00		0.00			
	Week:	10/22/12	10/28/12	M-----		1				\$775.00		0.00			
8	KSNV	10/14/12	10/14/12	Sa-Su News 3 at Eleven CM Sa-Su News 3 at Eleven		11pm-1135pm	-----	:30	0	\$750.002		0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$750.00		0.00			
9	KSNV	10/13/12	10/20/12	Sa-Su Early News CM Sa-Su Early News		5pm-630pm	-----	:30	0	\$450.002		0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$450.00		0.00			
	Week:	10/15/12	10/21/12	-----S-		1				\$450.00		0.00			
													Totals	29	\$14,975.00